

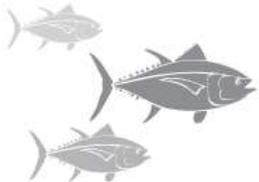


Eat Local, Think Global: A Case for U.S. Fisheries *International Fisheries Management*

Mariah Boyle, FishWise

Traceability and IUU Project Director

July 16, 2013



FishWise

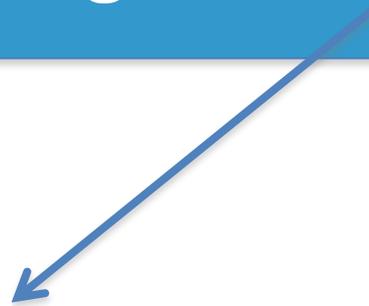
An underwater scene featuring a vibrant orange clownfish swimming in the foreground. The background is filled with diverse coral reefs, including a large, branching purple coral structure. The water is clear and blue, with sunlight filtering through from above, creating a bright and healthy marine environment.

FishWise promotes the health and recovery of ocean ecosystems by providing innovative market-based tools to the seafood industry to support sustainability through environmentally responsible business practices.

FishWise Theory of Change



Ecosystem Resources



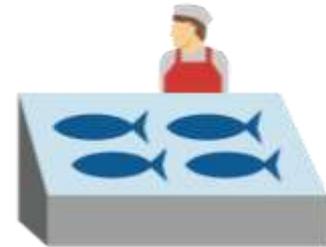
Distributor



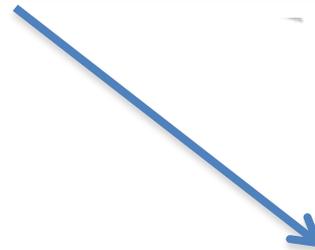
Restaurant



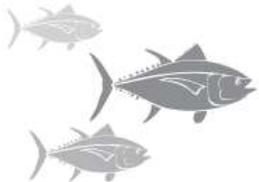
Retailer



Fishmonger/Market

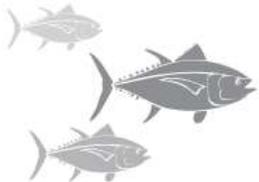


End Consumer

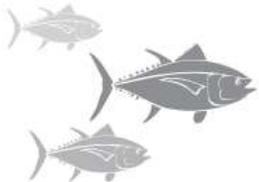
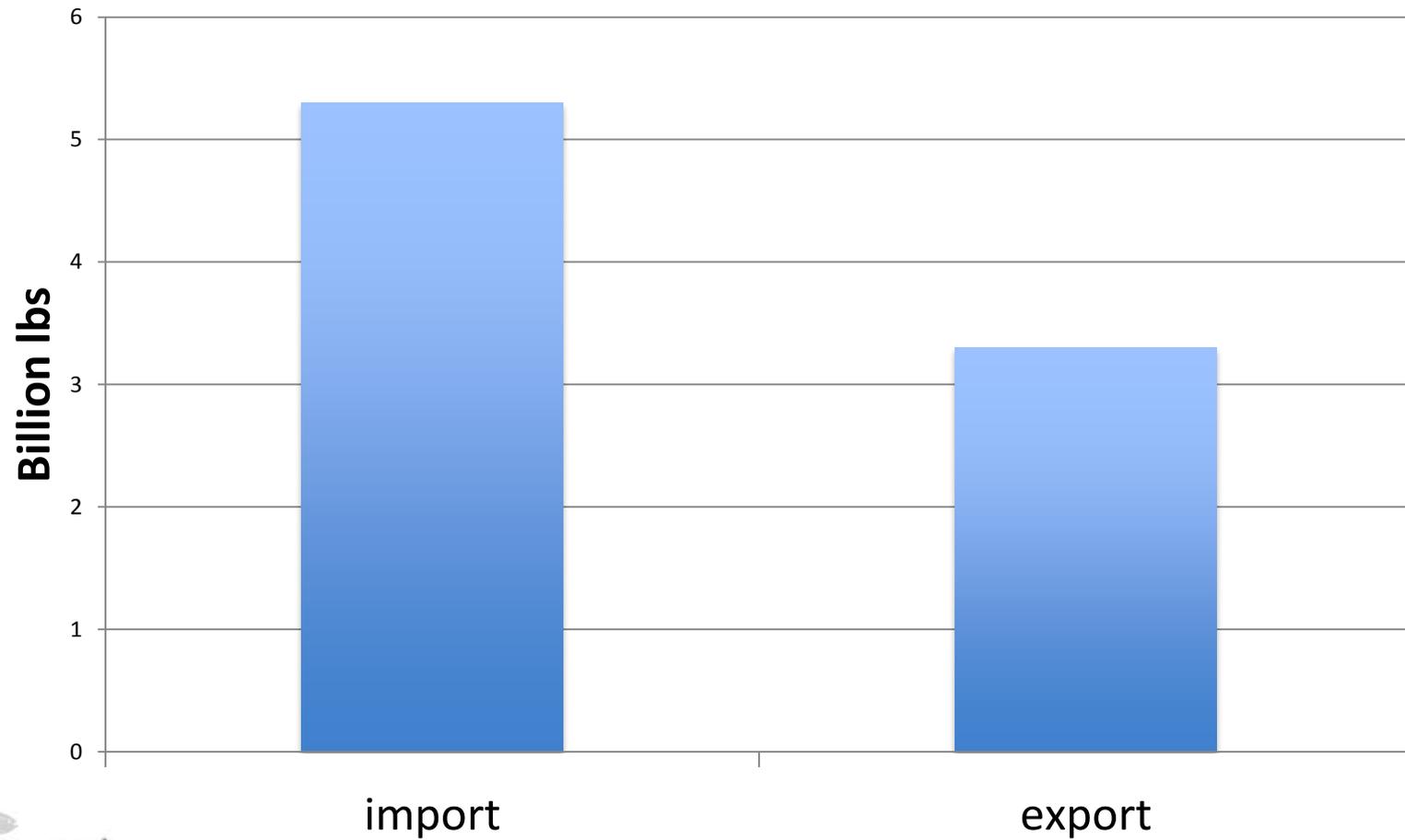


Retail Partners

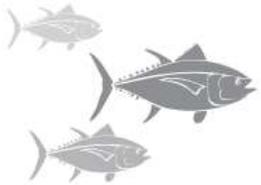
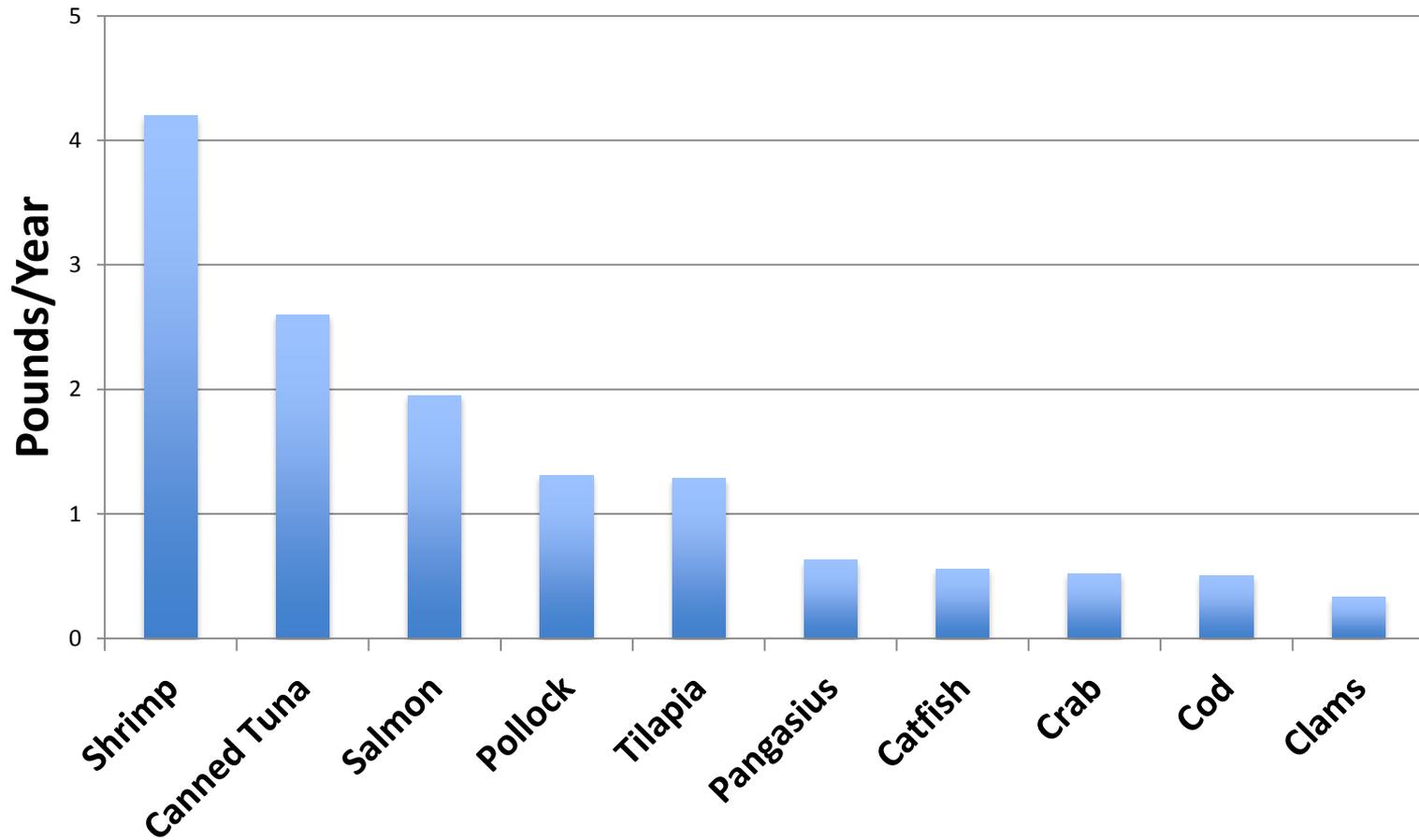
By 2015, all seafood will be sustainable and traceable, or in a credible time-bound improvement process



Domestic Production



Top 10 Consumed Seafood Items (2011)



Assessing Sustainability

by FYE 2015

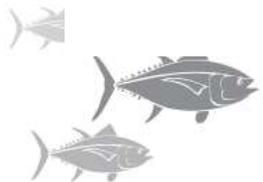
100% of Seafood Selection

FYE 2012

50% of Seafood Selection

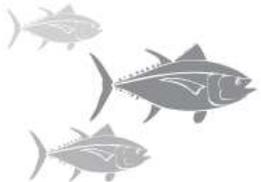
FYE 2011

40% of Seafood Selection



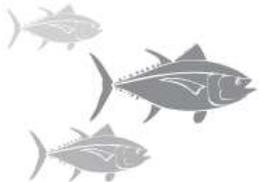
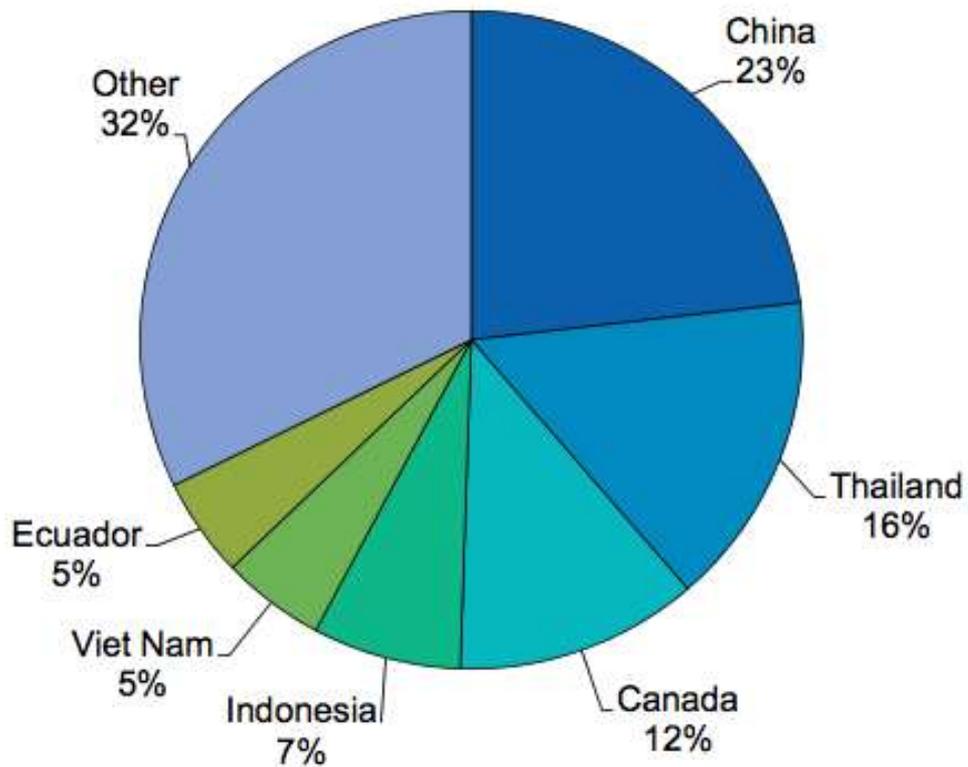
Important Management Distinctions

- U.S. fisheries are largely data-moderate or data-rich
- Management plans are based on scientific evidence and reviewed regularly
- Stock status is known for the most important fisheries
- Monitoring and enforcement allow for course corrections and plan adaptations
- U.S. fisheries are almost entirely carried out within our own EEZ

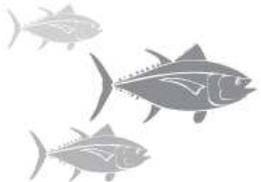
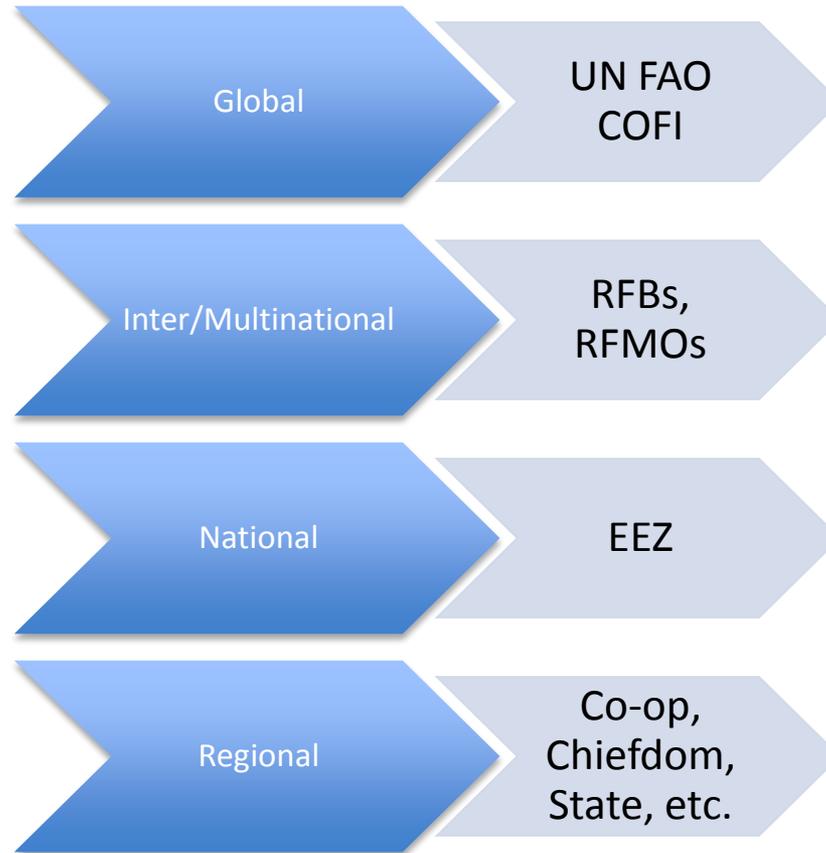


Seafood Imports

**U.S. Imports from Major Exporters, 2011,
by Volume**



International Fisheries Management



UN FAO Code of Conduct

UN FAO

Convention on the
Law of the Sea

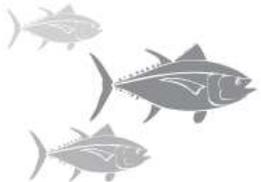
1982

FAO Code of
Conduct

1995

Fish Stocks
Agreement

2001



FAO Code of Conduct

Article 1 : Nature and scope of the Code

Article 2 : Objectives of the Code

Article 3 : Relationship with other international instruments

Article 4 : Implementation monitoring and updating

Article 5 : Special requirements of developing countries

Article 6 : General principles

Article 7 : **Fisheries management**

Article 8 : **Fishing operations**

Article 9 : **Aquaculture development**

Article 10: **Integration of fisheries into coastal area management**

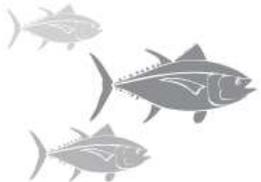
Article 11: **Post-harvest practices and trade**

Article 12: **Fisheries research**



FAO Code of Conduct

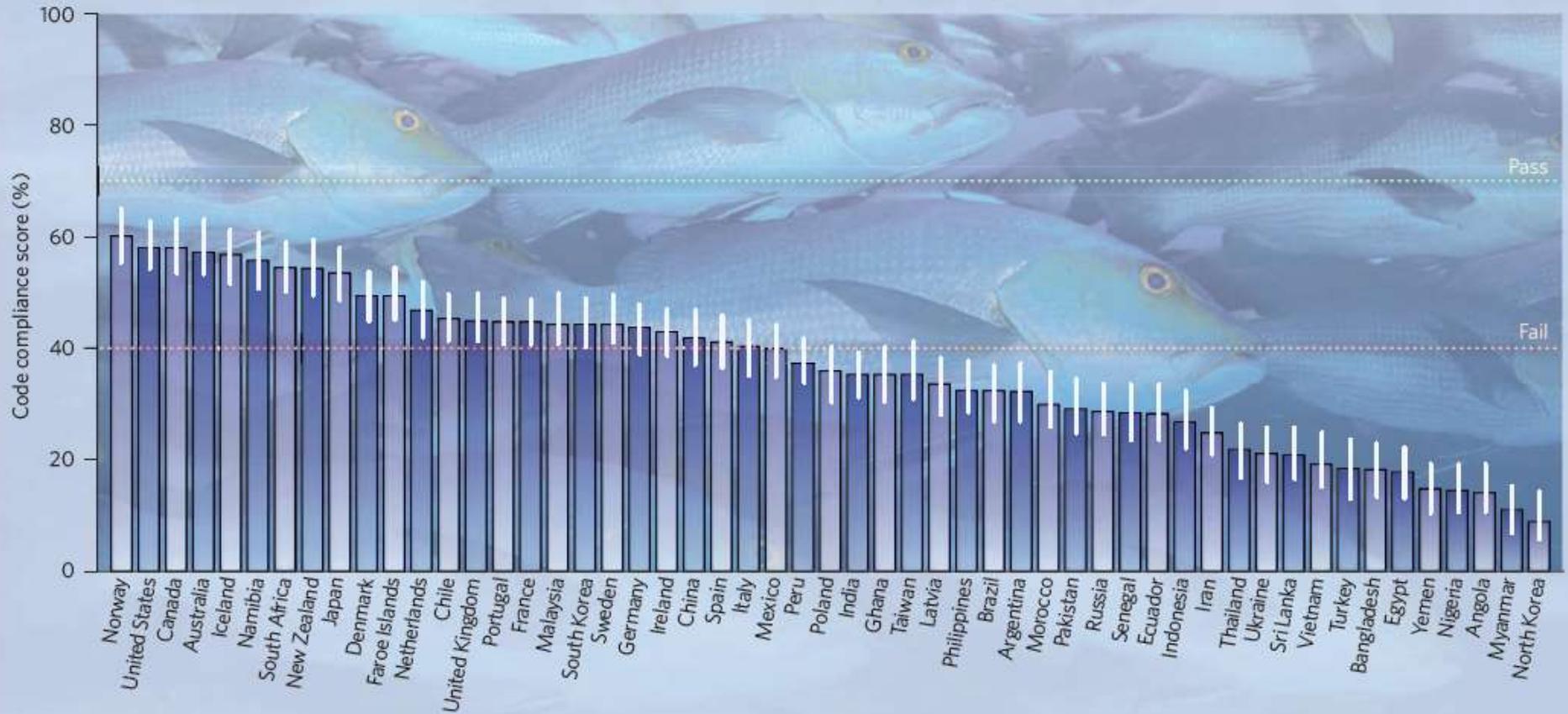
- Managed for long-term conservation and sustainable use (& cooperate with other nations when appropriate)
- Enforce fisheries laws
- Seek to keep fisheries economically viable
- Ensure artisanal fishers are represented
- Seek ecosystem based management
- Ensure vessels are operating legally



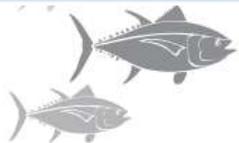
FAO Code Compliance

Figure 1

OVERALL CODE OF CONDUCT COMPLIANCE

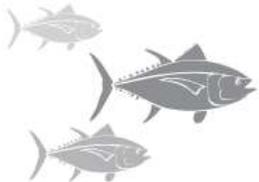


Pitcher et al, Nature, 2009



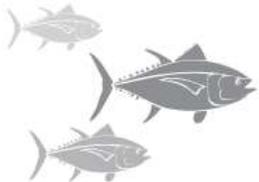
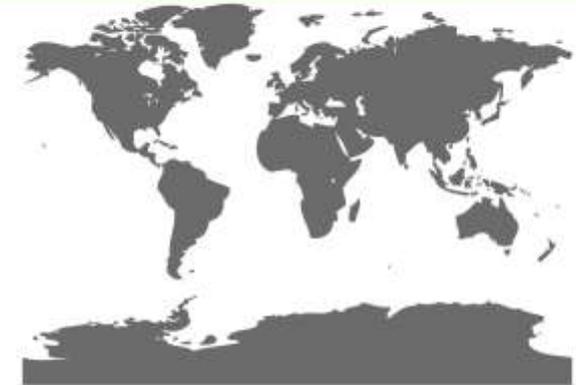
Traceability and IUU

- Ensuring seafood can be traceable back to the source, to prevent against mislabeling, fraud, and substitution
- Adopting legislation that will help prevent illegal fishing from undermining fishery management, globally
 - PSMA, PFEA, IFSEA
- Being proactive in adopting measures that help prevent against illegal fishing (e.g. UVI)



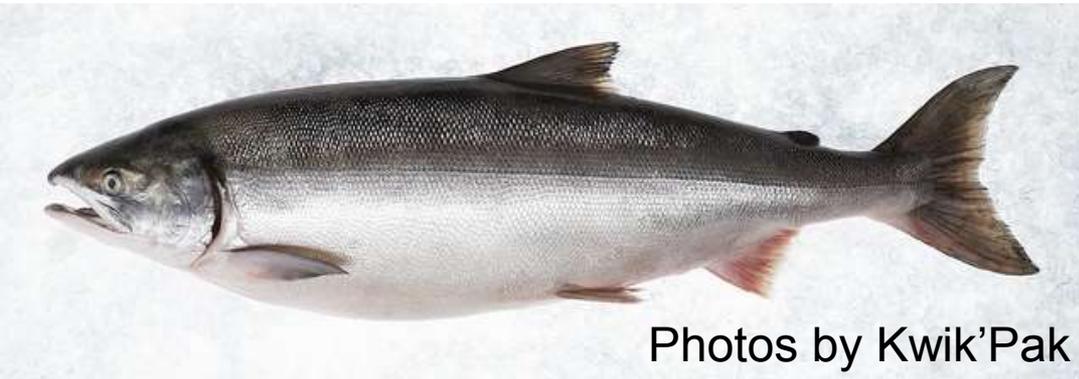
Traceability and IUU

- IUU toolkit
- White paper on human rights in seafood
- Letter of support for IUU legislation (PSMA, PFEA, IFSEA)



Promoting US Seafood

- Safe to eat
- Authentic (not mislabeled)
- Environmental sustainability
- Human rights & economic importance

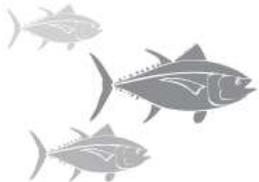


Photos by Kwik'Pak



 FISHWISE

Promoting US Seafood



Promoting US Seafood



there's a sea of difference in quality of seafood

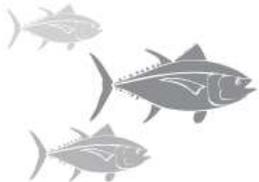
Hy-Vee is one of the only retailers in the nation with its own U.S. Department of Commerce (USDC) lot Inspector to ensure only the best seafood makes it to your store. And look no further than your Hy-Vee Seafood counter for expert cooking tips and recipes for crab, shrimp and fish.

wild louisiana gulf shrimp is a big deal

When you buy fresh Wild Louisiana Gulf Shrimp at Hy-Vee, you're not only supporting sustainable fishing, but also a way of life that's been handed down for generations. The tradition of catching, cooking and eating shrimp runs deep in the veins of the fishermen who trawl the coastal waters of Louisiana to bring the freshest shrimp to your table.

at hy-vee, alaska crab is king

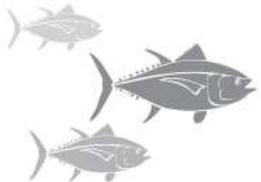
Harvested wild from the icy, clean waters of the far north, Alaska crab is the best, the sweetest and the meatiest crab you'll find. Alaska's fisheries lead the world in their commitment to responsible, sustainable fishing practices – and Alaska seafood exceeds the standard for flavor and health benefits, and is antibiotic- and hormone-free.



Promoting US Seafood

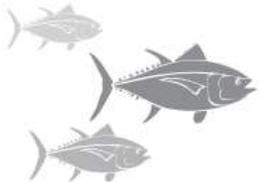
- Wild Alaskan salmon
- Alaskan halibut
- Alaska cod
- Dungeness crab
- US Farmed trout
- Farmed shellfish

SAFEWAY 



Promoting US Seafood

- Telling the story
 - FishWatch
 - Processors & Distributors
 - Fishers



Questions

